

# GET A FRIEND TO JOIN THE CLUB

Just pass this survey on to a friend who smokes and is 21 years of age or older. Have them fill it out and mail it back to us. If they qualify, they could be in for some exclusive offers and real savings on their favorite cigarette. Now we're talking pleasure.

- ☐ Mr.  
☐ Mrs.  
☐ Ms. \_\_\_\_\_



\*2061036615\*

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Apt. \_\_\_\_\_

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris. By completing the attached survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature X  
(required) \_\_\_\_\_

Date of Birth  
(required) \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Month Day Year

Today's Date \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Month Day Year

1. What is your regular brand of cigarettes - that is, the brand you smoke most often?

\_\_\_\_\_  
(brand)

2. Is your regular brand...? (Check one.)  
☐ Regular / King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)  
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)  
☐ Lowest / 1 mg Tar ☐ Medium  
☐ Light / Mild ☐ Full Flavor  
☐ Ultra / Extra Low Tar

5. What, if any, was your previous brand?

\_\_\_\_\_  
(brand)

6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- |  |                                     |  |
|--|-------------------------------------|--|
| <input type="checkbox"/> Alpine          | <input type="checkbox"/> Kent       | <input type="checkbox"/> Store Brand / Generic |
| <input type="checkbox"/> Basic           | <input type="checkbox"/> Kool       |  |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Marlboro   | <input type="checkbox"/> True                  |
| <input type="checkbox"/> Best Buy        | <input type="checkbox"/> Merit      | <input type="checkbox"/> Vantage               |
| <input type="checkbox"/> Cambridge       | <input type="checkbox"/> Misty      | <input type="checkbox"/> Virginia Slims        |
| <input type="checkbox"/> Camel           | <input type="checkbox"/> Monarch    | <input type="checkbox"/> Winston               |
| <input type="checkbox"/> Capri           | <input type="checkbox"/> Montclair  | <input type="checkbox"/> None                  |
| <input type="checkbox"/> Carlton         | <input type="checkbox"/> Newport    | <input type="checkbox"/> Other (list below)    |
| <input type="checkbox"/> Doral           | <input type="checkbox"/> Parliament |  |
| <input type="checkbox"/> GPC             | <input type="checkbox"/> Salem      |  |

\_\_\_\_\_  
(brand)

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: carton equals 10 packs.)

Brand Name	# of Packs
_____	_____
_____	_____
_____	_____

8. Which of the following best describes you? (Check one.)

- ☐ White ☐ African-American ☐ Asian  
☐ Hispanic ☐ American Indian ☐ Other

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